

# Washington State Tobacco Prevention & Control

*Program Update*

*March 2003*

*Terry Reid, Program Manager*

# **PROGRAM EVOLUTION**

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**1999**

- Planning Council Convened**
- First MSA payment**

**2000**

- Legislature funds program for \$15 million**
- School and community contracts**
- Media campaign launched**
- Tobacco Quit Line starts**

# **PROGRAM EVOLUTION**

## **continued**

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**2001**

- Legislature funds program for \$17.5 million
- I-773 passes

**2002**

- Legislature funds program at \$26.24 million
- Program announces 8% decrease in adult smoking

**2003**

- Program announces reduction in youth smoking

# **PROGRAM GOALS**

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- **Prevent youth from beginning to use tobacco**
- **Help youth and adults quit**
- **Reduce exposure to second hand smoke**
- **Reduce tobacco use in high-risk groups**

# PROGRAM PRINCIPLES

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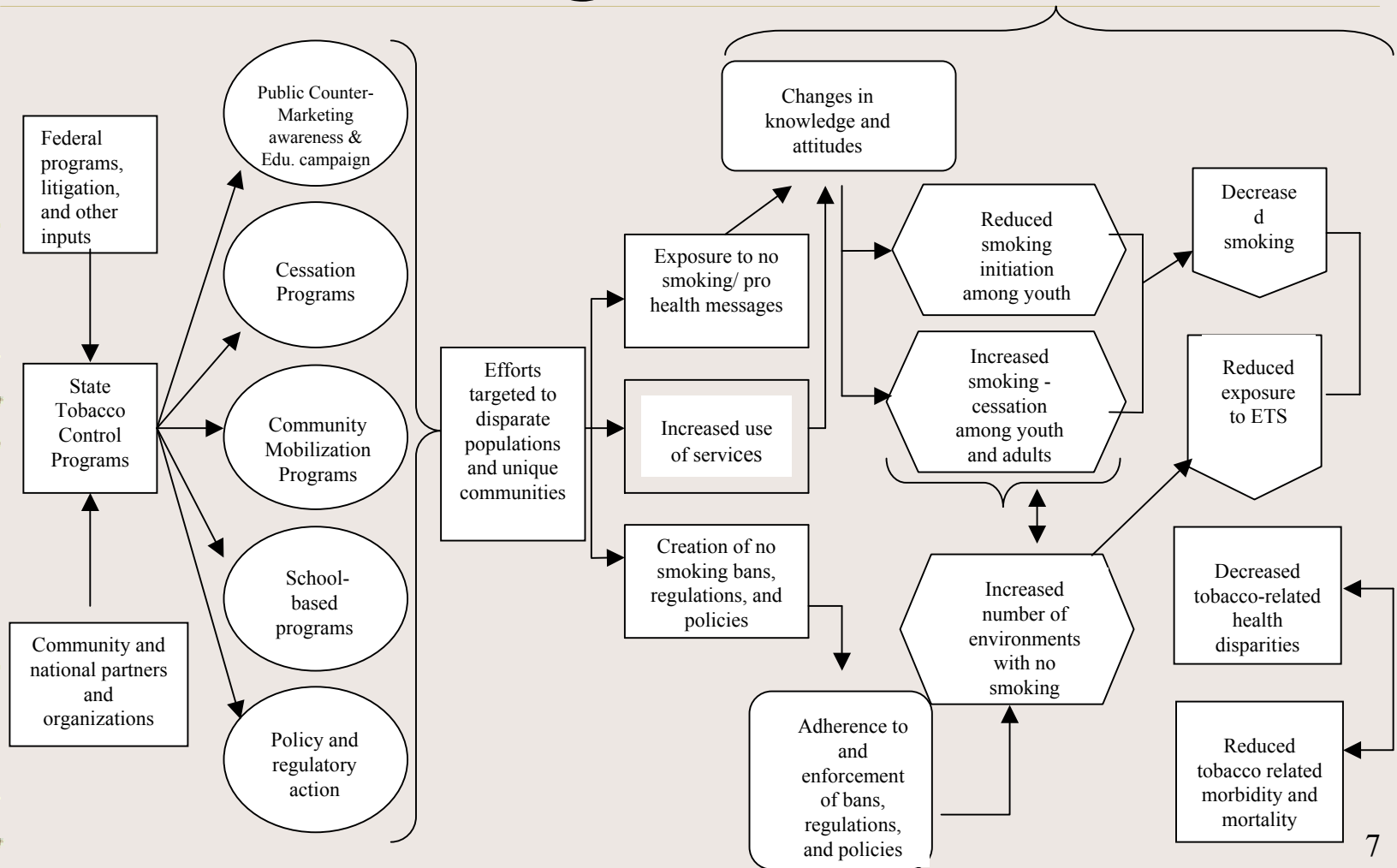
**Activities should be:**

- **Science based**
- **Goal directed and targeted**
- **Change according to outcomes**
- **Build on existing infrastructure**
- **Collaborative**

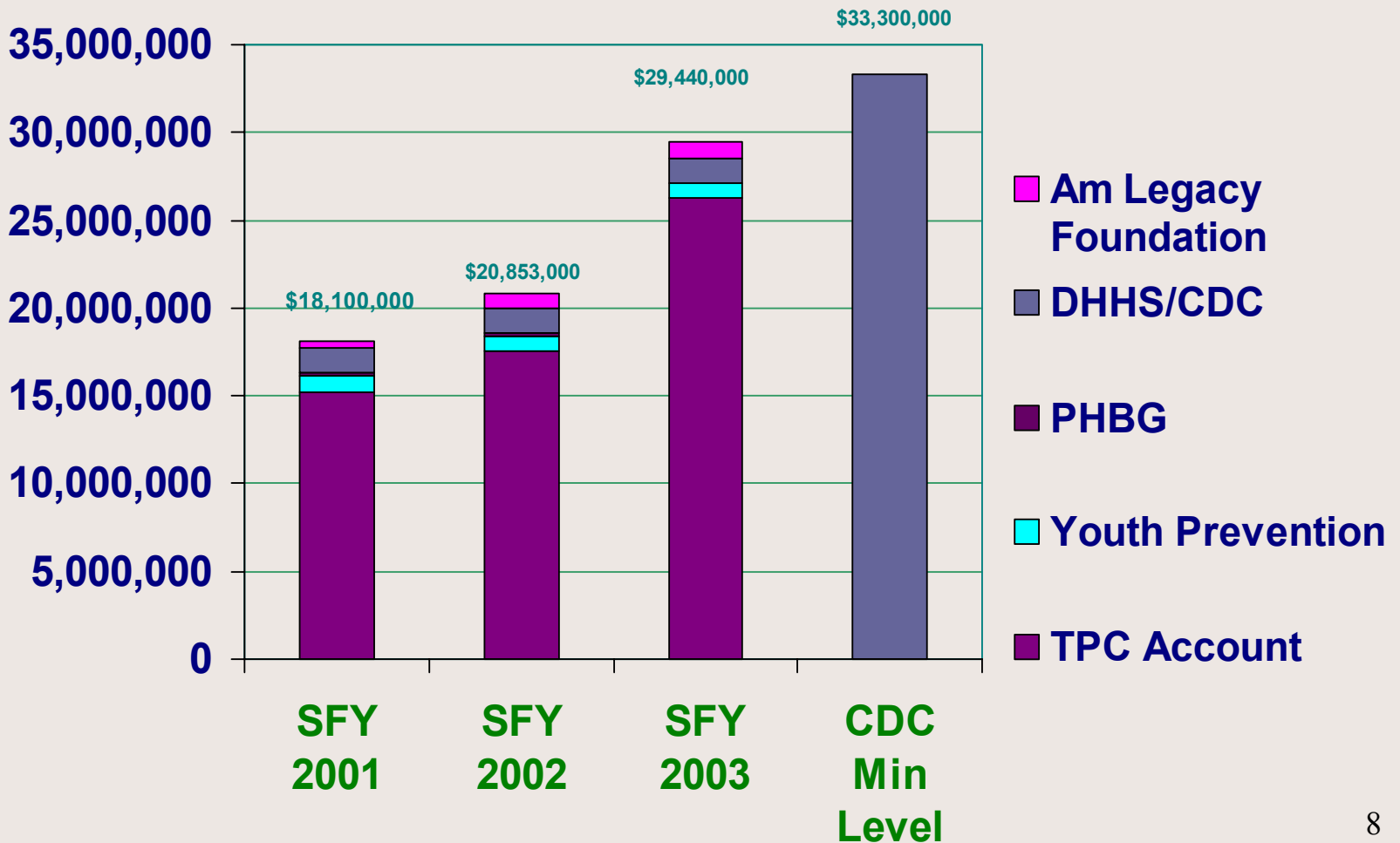
# **PROGRAM COMPONENTS = COMPREHENSIVE APPROACH**

- **School-based Programs**
- **Community-based Programs**
- **Cessation**
- **Public Awareness & Education**
- **Policy & Enforcement (youth access)**
- **Assessment & Evaluation**
- **Administration**

# Tobacco Prevention and Control Logic Model

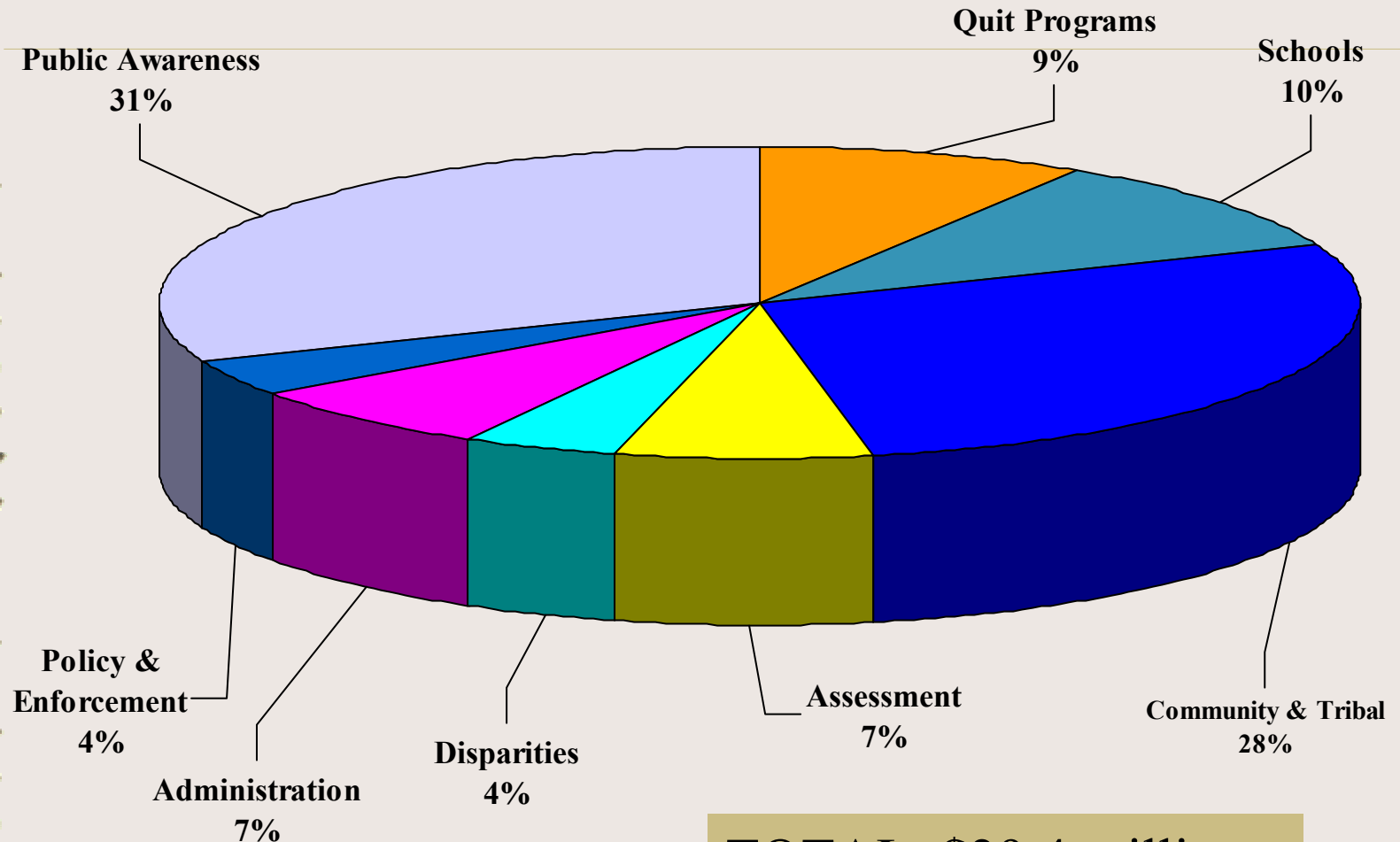


# FUNDING SFY 2001-2003





# DISTRIBUTION OF TOBACCO PREVENTION & CONTROL ACCOUNT FUNDS BY COMPONENT (FY 03)



**TOTAL: \$29.4 million**

# FUNDING RANKING

Current Rank	State	FY 2003 Current Annual Funding
1	Maine	\$15.17 million
2	Minnesota	\$37.55 million
3	Mississippi	\$20 million
4	Maryland	\$30 million
5	Hawaii	\$10.25 million
6	Indiana	\$32.5 million
7	Arkansas	\$16.39 million
8	Pennsylvania	\$52 million
<b>9</b>	<b>Washington</b>	<b>\$26.24 million</b>
10	Virginia	\$22.2 million

# The Washington Profile

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- A review of Washington's tobacco prevention & control program; June 2002
- Best Practices Project funded by CDC & RWJ
- Highlights of profile included in conference packet

# **2002-2003 IMPLEMENTATION HIGHLIGHTS**

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## **Community & School-based Programs**

- **Tobacco Prevention Resource Center launched**
- **Contracts expand by 25%**
- **Enhancement grants**
- **Contractor trainings**
- **Plan for high risk populations**

**2002-2003**

# **IMPLEMENTATION HIGHLIGHTS**

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## **Public Awareness & Education**

- **New quit line ads**
- **Second Hand Smoke ads**
- **New Teen web site UnfilteredTV.com**
- **New teen prevention ads**

# **2002-2003 IMPLEMENTATION HIGHLIGHTS**

## **Cessation**

- **Quit line services increase for intensive counseling and NRT**
- **Youth quit line protocol in place**
- **Healthcare provider training**
- **First Steps provider training**
- **Cessation Forum**

**2002-2003**

# **IMPLEMENTATION HIGHLIGHTS**

## **Policy & Enforcement**

- **New retailer education materials**
- **Secondhand Smoke Community Assistance Project**
- **Tobacco industry influence watch**

**2002-2003**

# **IMPLEMENTATION HIGHLIGHTS**

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## **Assessment & Evaluation**

- **CATALYST enhanced**
- **Adult Tobacco Survey Results (09/02)**
  - 8% fewer adult smokers
  - Exceeds goal of 3% annual decline
  - Combined effect of program and tax
- **Healthy Youth Survey**
- **2003 Progress Report**



# THE WORK AHEAD

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- **Shift from Implementation to Quality Improvement**
- **Strategic Planning**
- **Sustaining Resources**

# **THE WORK AHEAD**

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## **Shift from Implementation to Quality Improvement**

- **Training, technical assistance**
- **Improved communication & partnership**
- **Analyze & apply data**

# **THE WORK AHEAD**

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## **Strategic Planning**

- **Update Statewide Plan**
- **Develop community level strategic plans**
- **Strengthen grass roots participation**

# **THE WORK AHEAD**

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## **Sustaining Resources**

- **Focus on effective policies**
- **Communicate on success to elected officials and public**
- **Maintain strong commitment**

# THE VISION

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- **State and local partnerships continue to develop**
- **State and local resources & capacity to take action against tobacco improves**
- **Youth and adult tobacco use declines**
- **Washington has healthier residents who pay less in health care costs**

# State Tobacco Program Team

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**Terry Reid**, Program Manager

**Mike Boysun**, Epidemiologist

**Julia Dilley**, Assessment & Evaluation  
Coordinator

**Jayne Emmons**, Administration

**Dave Harrelson**, Disparities Coordinator  
& Tribal Contracts Manager

**Bonita R. Hill**, Lead Administration &  
Special Projects Coordinator

**Carla Huyck**, Schools & Youth  
Coordinator, Community Contracts  
Manager

**Shanae Williams**, Research Analyst

**Janet Johnson**, Financial Manager

**Karen Krueger**, Public Health Nurse Consultant

**Craig Parker**, Research Investigator

**Susan Richardson**, Research Investigator

**Stacy Scheel**, Assessment & Evaluation  
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